



WAIKĪKĪ IMPROVEMENT ASSOCIATION

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**Testimony of Rick Egged
President, Waikiki Improvement Association**

Before the
**Honolulu City Council
Wednesday, June 7, 2017**

In consideration, of **Bills 63 and 64**

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Aloha Chair Menor and members of the Council,

My Name is Rick Egged, representing the Waikīkī Improvement Association (WIA). The WIA is a membership organization consisting of land owners, hotels, retailers and restaurants in Waikīkī, the businesses that serve them and those interested in the future of this important part of our community and economy.

WIA strongly supports Bills 63 and 64, adding transportation management to Special Improvement Districts (Bill 63) and the establishment of the Waikīkī Transportation Management Association as a Special Improvement District (Bill 64).

Traffic congestion, particularly at the most popular loading and unloading areas, creates a definite challenge for the future going forward. WIA has acted on another of the WRCS recommendations by assuming the active role of a "Waikīkī Transportation Management Association" to work with the City and other Waikīkī stakeholders to improve access and to better manage traffic in Waikīkī.

A core group of private transportation businesses agreed to voluntarily fund the WTMA to provide guidance and support in developing a doing whatever we can to better manage transportation within Waikīkī. It is now time to move forward with a permanent formation of the WTMA.

There are too few designated on-street parking spaces and loading zones. Those that do exist are not adequately managed forcing many crucial commercial operators who need to use curb space to do so while illegally parked. Sometimes even illegal space is unavailable forcing vehicles to circle the streets. Vehicles searching for a space to park and unload their goods add to the traffic congestion on residential streets exasperating a problem that desperately needs to be better managed.

We have reached a point where action is needed. The WTMA SID will allow us to solve these problems collectively with residents, business, and government working together. The purpose of the WTMA is to establish those projects, programs, and procedures that will serve Waikīkī with high-quality, multi-modal, transportation facilities and services. Part of the overall program is to develop a permit system in partnership with the residents so they may have an active role in improving transportation to, through and within Waikīkī.

These increasing transportation issues have been noted in City studies. A Transportation Management Association has been recommended for Waikīkī by at least three City studies; the Waikīkī Regional Circulator Study, the Honolulu Urban Core Parking Master Plan, and the Waikīkī Livable Community Project.

Please favorable consider Bills 63 & 64, Mahalo for the opportunity to testify.